

ABSTRACT OF THE DISCLOSURE

A value-driven build-to-buy decision analysis system and method is provided that addresses and integrates the system analysis for multiple parts of the build-to-buy business cycle. The system and method of the present invention includes a demand component and a supply component. The demand component includes decision analysis components for one or more demand oriented activities in the build-to-buy cycle, such as selling and buying activities. The supply component includes decision analysis components for one or more supply oriented activities in the build-to-buy cycle, such as product creation, product packaging and product pricing activities. Each decision analysis component utilizes values-based object-oriented analytical models.

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